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6/22/21

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Music and Footwork Help Deliver Anti-DWI Message in New Spot Created by RK Venture for New Mexico Department of Transportation

Lady Gaga choreographer Richy Jackson coached dancers in energetic PSA.

Albuquerque, NM – A vibrant new spot created for NMDOT by Albuquerque creative agency RK Venture features choreography by Lady Gaga's longtime collaborator, Richy Jackson, and original music by New Mexico composer David Garcia. “Don't Crash the Party” turns up the volume to convey that friends might let friends drink and dance, but they don't let them drink and drive. Filmed in New Mexico with a local cast and crew, “Don't Crash the Party” is currently airing statewide on television in English and Spanish and is receiving a heavy push on YouTube, TikTok, and other social media platforms.

“With ‘Don't Crash the Party,’ we wanted to remind the public how easy it is to lose sight of common sense when the music is loud, and the party is going full throttle,” said Richard Kuhn, owner and executive creative director of RK Venture. “With contributions from Richy Jackson and David Garcia, we were able to capture the spirit of a rowdy summer party perfectly and deliver the message that good times are better when friends look out for each other.”

ABOUT RK VENTURE (rkventure.com)

The award-winning New Mexico-based RK Venture team has provided stellar advertising, design, and strategic services to private and public sector clients for thirty years. At home, the group has created award-winning campaigns for the New Mexico Department of Transportation (NMDOT) and the New Mexico State Fair, branded the City of Albuquerque's successful "One Albuquerque" initiative, and produced the comprehensive rediscover “Rte. 66” campaign. Beyond New Mexico, RKV created the highly successful “Take the Train” campaign for Metrolink, Southern California’s passenger rail system, and collaborated with LA Metro (Los Angeles County, CA bus and rail system) to develop a mobile component to LA County's Vetsgo511 website, which connects military veterans with needed services. Currently, RK Venture is working on several branding and messaging projects at LAX with Los Angeles World Airports (LAWA).

About NMDOT (dot.state.nm.us)

NMDOT’s mission is to provide a safe and efficient transportation system for the traveling public, while promoting economic development and preserving the environment of New Mexico.

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